NOV 14 1989

PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017

TO: Des Smith DATE: November 13, 1989

FROM: Ashley O'Neil ALO'N

SUBJECT: Virginia Slims T-Shirt Collection
March Carton Stuffer

C.C. N. Pilotti

Operations has informed me that the Virginia Slims T-Shirt Collection carton stuffer cannot be inserted into Superslims cartons due to mechanical limitations. Therefore, the revised total projected carton volume by packing for Virginia Slims in March 1990 is as follows:

Packing	% Total V.S.	Average Carton/Mo.
Virginia Slims 100 Regular	15.90%	1,086,765
" " " Menthol	12.84%	877,614
" " " Lights Regular	13.95%	953,482.3
" " " " Menthol	15.71%	1,073,778.5
" " 120 Lights Regular	9.99%	682,816.5
" " " " Menthol	7.48%	511,258
" " Ultra Lights Regular	5.85%	399,847.5
" " " " Menthol	5.45%	372,507.5
	87.17%	TOTAL 5,958,069.5

The "Special Offer Inside" sticker keyline was delivered to Operations 11/10. The carton stuffer keyline will be delivered 11/15.

Please don't hesitate to call if you have any questions.

ALON:gam
cc: M. Antonoff
E. Herald
S. Janetta
N. Parmet
B. Schuyler
J. Spector
M. Walchak

LBCo.
K. Bruce
E. Happel
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cc Guy Jeanrenaud
Chip Helwig
Linda Sati[illegible]

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